



SMASH

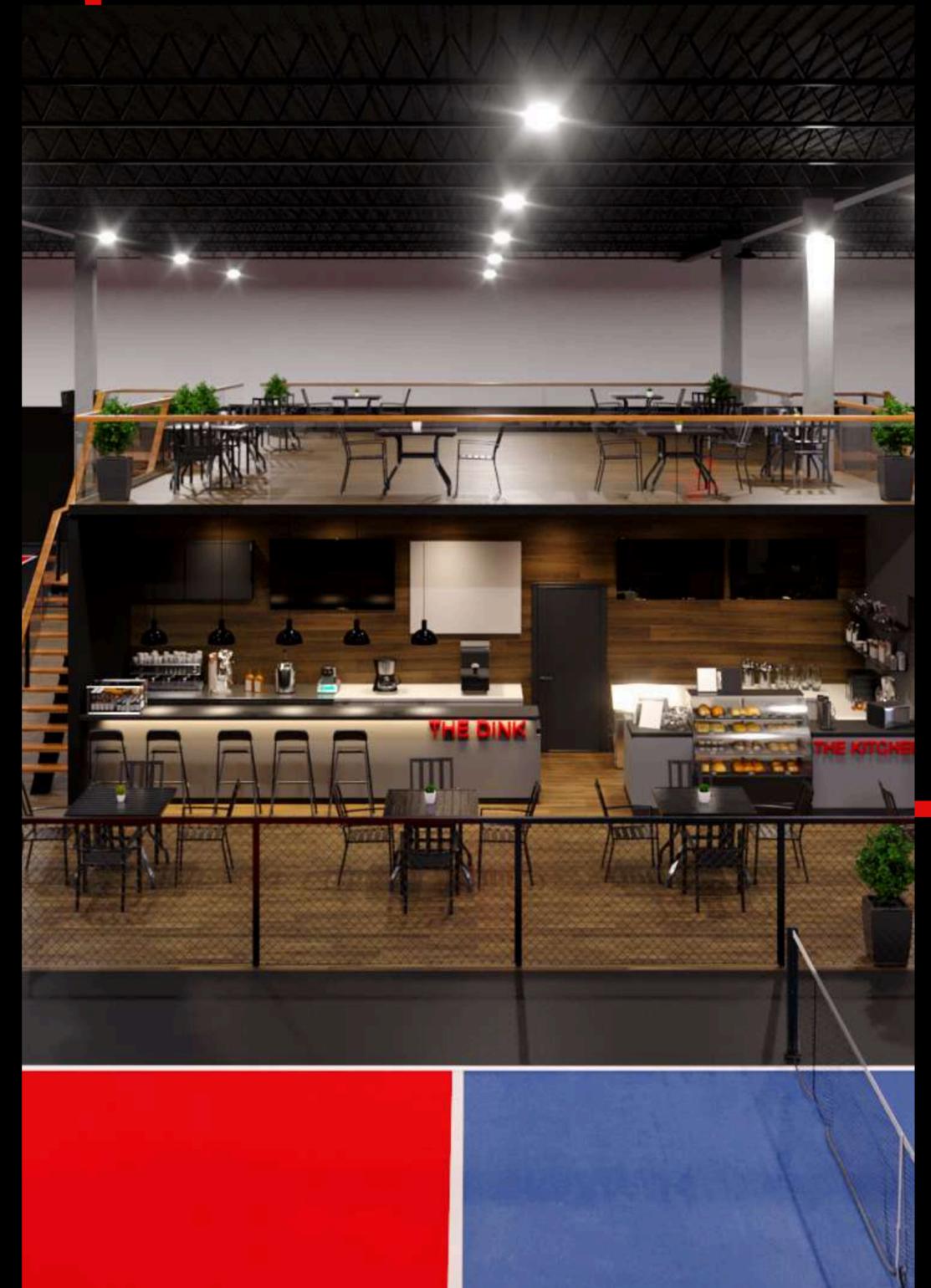
PICKLEBALL

CANADA'S PREMIER PICKLEBALL FRANCHISE

2025 FRANCHISEE PACKAGE

JOIN THE PICKLEBALL REVOLUTION WITH **SMASH** **PICKLEBALL™**

Bring the fastest-growing sport in North America to your community with Smash Pickleball™. Loved by all ages, from kids to centenarians, pickleball is more than a trend; it's a booming movement. Smash Pickleball™ lets you turn this momentum into profit with a proven, low-cost model and minimal competition. Don't miss your shot to invest in the sport of the future and join our winning team!



MORE THAN A **FRANCHISE**

Smash Pickleball™ is your chance to lead the charge in Canada's hottest sport. We've created the ultimate pickleball destination, designed for game-changers. Join us in driving success and a dynamic new community from coast to coast.



TURN PASSION INTO PROFIT

Smash Pickleball™ lets you bring the excitement of the game to your community while growing a business you'll love. From premium indoor courts and expert coaching to our fully stocked Smash Store® and cutting-edge Smash App, we've perfected a winning formula.

Step into a franchise opportunity that's bold, exciting, and built for growth. Join Smash Pickleball™ to dominate the court and the market!

WHY CHOOSE SMASH PICKLEBALL™?

Low Ongoing Costs:

Once your facility is built, ongoing expenses are minimal, allowing you to maximize your profitability.

Virtually No Competition:

The indoor Pickleball market is still in its early stages, giving you the chance to establish yourself as a leader in a rapidly growing industry.

A Sport for All Generations:

Pickleball's universal appeal makes your facility a hub for community engagement, attracting players from kids to centenarians.

Proven Business Model:

Smash Pickleball™ leverages decades of expertise in retail and sports facility development, offering a turnkey solution for franchisees.

Comprehensive Support:

From site selection and construction to marketing and operations, our expert team supports you every step. With experienced real estate and marketing professionals, we set you up for success.

Year-round Premium Facility:

With the demand for pickleball exploding across the country, Smash Pickleball™ delivers with state-of-the-art, all-inclusive facilities that attract diverse players year-round



THE STATISTICS



**1.37 Million Pickleball Players
in Canada**



**Pickleball Club Membership Has
Spiked by 54% in Two Years**



**Pickleball Has Been the Fastest
Growing Sport for Three Years
in America**

FRANCHISE COSTS AT A GLANCE

A CLEAR BREAKDOWN OF YOUR INVESTMENT



FRANCHISE FEE:

\$75,000



ROYALTY FEES:

5% of gross revenue

To maintain operational excellence and brand standards.



BRAND DEVELOPMENT FUND:

3% of gross revenue

to ensure consistent brand growth and recognition



LOCAL MARKETING:

1% of gross revenue

to support community specific promotional efforts

Our transparent cost structure ensures your investment is aligned with long-term growth and profitability. These contributions fuel the consistent development of the Smash Pickleball™ brand while supporting your local community presence.



WHAT MAKES SMASH PICKLEBALL™ STAND OUT?

PREMIUM COURTS

High-quality, year-round indoor courts designed for recreational and competitive play.

RETAIL OPPORTUNITIES

A fully stocked Smash Store® offering the latest in Pickleball gear and equipment.

MARKETING STRATEGY

Smash Pickleball™ offers a fully integrated marketing strategy to make sure your franchise stands out with digital campaigns, local outreach, and brand development.

EXPERT COACHING

Provide lessons and clinics for players at every level, from beginners to seasoned pros.

GUIDE ON EVERY STEP

With our team by your side, you'll never be on your own. Smash Pickleball™ provides a complete playbook to ensure you can franchise with confidence.

EXCLUSIVE TERRITORIES

We offer exclusive territories giving the green light to dominate a defined area with a population of 100,000 or within an 8-km radius.

MEMBERSHIP-BASED BUSINESS

Our membership-based model keeps expenses low and customers interested, maximizing profit for a smooth path to success.

MEET OUR LEADERSHIP TEAM



ED SATER
CEO

A seasoned entrepreneur with decades of experience in real estate development, Ed's strategic vision ensures franchisees benefit from a proven and scalable business model.



YVONNE CAMUS
COO

Known for her operational expertise and inspirational leadership, Yvonne ensures every Smash Pickleball™ franchise delivers excellence in customer experience and operational efficiency.

OUR VERY FIRST
SMASH PICKLEBALL
LOCATION IN
LONDON, ONTARIO





SMASH

PICKLEBALL





I LOVE
PICKLEBALL...
MOST OF THE TIME

SMASH
PICKLEBALL

AMBASSADOR

**SMASH
PRO
CHALLENGE**

**SMASH
PICKLEBALL**

WENCH

WENCH

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SMASH
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TARGETED DRILLS

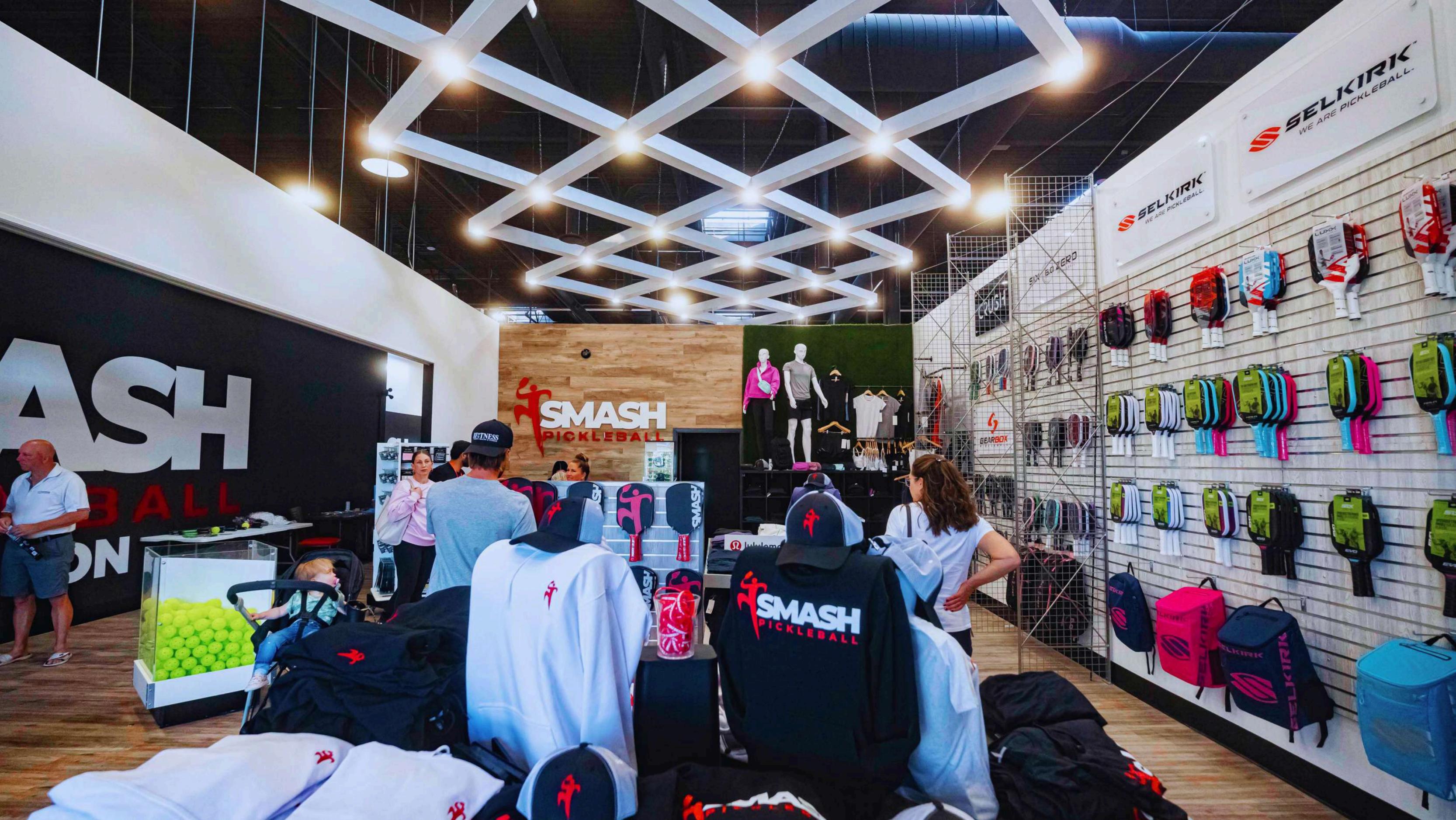
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SMASH
PICKLEBALL
ON

SMASH
PICKLEBALL

SELKIRK
WE ARE PICKLEBALL.

SELKIRK
WE ARE PICKLEBALL.



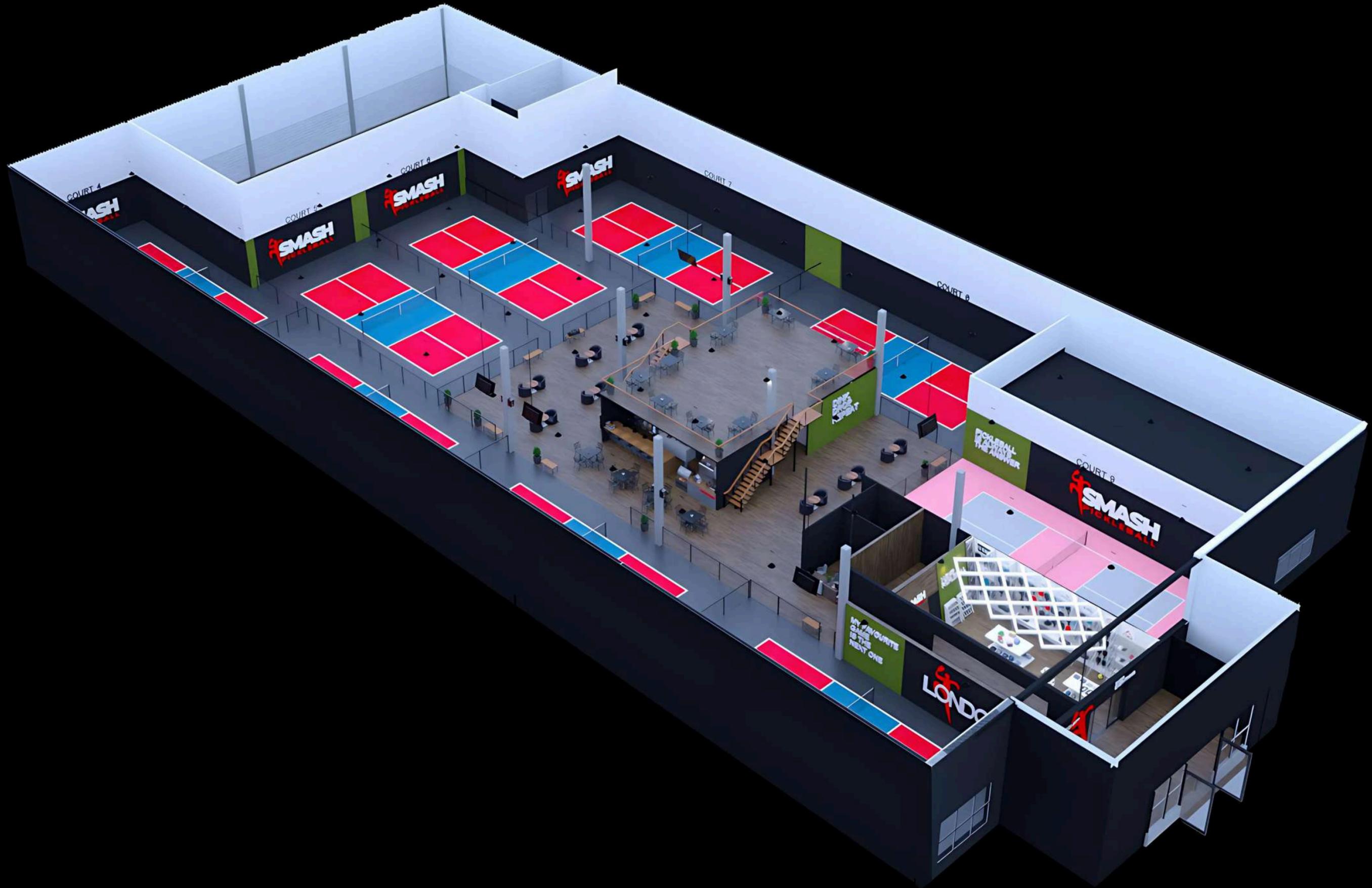


SMASH
PICKLEBALL

THE DINK

SMASH PICKLEBALL
Menu board listing items and prices.

THE DINK



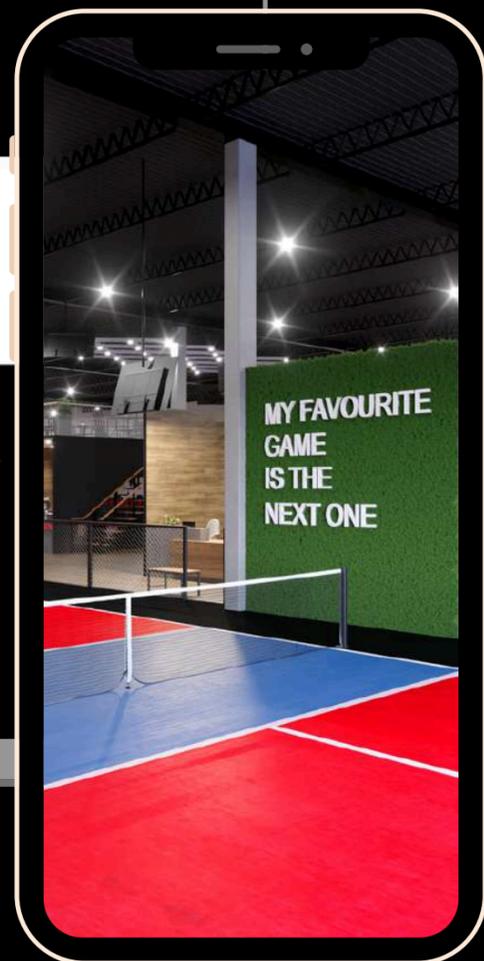
TAKE THE **FIRST STEP**

Let's discuss how you can join the Smash Pickleball™ family and bring this exciting opportunity to your community.

 **CONTACT US: 1-833-SMASH-PB**

 **LEARN MORE: WWW.SMASH-PB.COM**

 **FOLLOW UP WITH US: SEND YOUR ENQUIRY OR QUESTIONS TO HELLO@SMASH-PB.COM**



Contact Us Today and Let's Smash the Status Quo, Together.

OUR COMMITMENT GOES BEYOND THE GAME; OUR FOCUS IS ON DEVELOPMENT AND COMMUNITY. OUR GOAL IS TO CONTINUE TO GROW THIS WONDERFUL SPORT ACROSS OUR BEAUTIFUL COUNTRY.

SMASH IS MORE THAN JUST A PICKLEBALL FACILITY—IT'S A WAY OF LIFE.

SMASH PICKLEBALL™ IS LOOKING FOR EXPERIENCED BUSINESS OWNERS AND ENTREPRENEURS WITH A PASSION FOR PICKLEBALL TO PARTNER WITH US AS WE CONTINUE TO EXPAND. BE PART OF THE MOST EXCITING AND RAPIDLY GROWING PREMIER PICKLEBALL FRANCHISE IN CANADA AND HELP SHAPE THE FUTURE OF THIS AMAZING SPORT!

READY TO MAKE YOUR MARK?

LET'S BUILD SOMETHING GREAT TOGETHER!



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